



epay Extends PIN-on-Receipt Business to Xbox LIVE

LEAWOOD, Kan.--(BUSINESS WIRE)-- epay, a division of Euronet Worldwide, Inc. (NASDAQ: EFFT) and a leading prepaid and payments processor in the U.S., continues to lead the industry by expanding its product portfolio to offer a PIN-on-receipt delivery for Xbox LIVE[®] Gold subscriptions and Microsoft Points on the Xbox 360[®] video game and entertainment system from Microsoft. This new offering comes after successful epay launches from other digital content providers such as Rixty, paysafecard and Canta y Llama. epay's U.S. retail partners can now offer consumers many different types of content without carrying card inventory in their locations. Consumers can leverage gaming and entertainment cards sold through epay retailers to purchase movies, music, virtual goods, game add-ons and subscriptions in online environments, without having to input credit card information online.

epay's global network of approximately 293,000 retail locations and innovative payment solutions will help digital content providers achieve their objective of enabling more consumers access to digital content available through their services.

"With the launch of this product, epay provides a convenient way for retailers to sell Xbox LIVE Gold subscriptions and Microsoft Points," said Eric Mettemeyer, Managing Director, epay Americas/Asia Pacific. "Retailers benefit because it is a globally recognized product that drives foot traffic, there is no inventory and it's an easy add-on to their existing epay suite of products. epay was already processing these products in Australia and New Zealand; now it is live in the U.S. and we are anxious to offer this convenience to Xbox and Microsoft consumers in additional epay markets."

About epay

epay, a Division of Euronet Worldwide, Inc. (NASDAQ: EFFT), is a global prepaid product provider and distribution network — enabling service providers to maximize the sales of their products and services. epay delivers innovative and tailored electronic payment, cash collection solutions including POS systems integration, a full settlement and reporting service and full marketing and distribution service support.

The epay product portfolio includes prepaid mobile top-up, prepaid debit cards, e-wallets, gift cards, digital music and other content, lottery, bill payment and money transfer through its sister company Ria, and transport payment solutions including road tolls and public transport.

epay delivers these products through a worldwide network of approximately 293,000 retailer locations and 615,000 points of sale (POS) across a number of markets including Australia, Austria, Brazil, France, Germany, India, Ireland, Italy, New Zealand, Poland, Romania, Spain, Switzerland, the UK and the US. Visit www.epayworldwide.com for more information.

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